

II. SCOPE OF WORK AND DELIVERABLES CONTINUED

TASK 1.5 - MONTHLY PROGRESS REPORTS

The goal of this task is to periodically verify that satisfactory and continued progress is made towards achieving the objectives of the project.

The Contractor shall:

- Prepare monthly progress reports which summarize all contract activities conducted by the Contractor for the reporting period, including an assessment of the ability to complete the contract within the current budget and any anticipated cost overruns.
- Each progress report is due to the CCM within 15 calendar days after the end of the reporting period.

Deliverables:

- Monthly Progress Reports

TASK 1.6 - FINAL REPORT and MEETING

The goal of this task is to prepare a comprehensive Final Report and meet to discuss the Final Report for the work done under this contract.

The Final Report shall be a ~~compilation~~ **summary** of all previous reports plus the Contractor's assessment of actions and methods to improve future CVS's. The Contractor shall meet with the Energy Commission to discuss the draft Final Report prior to finalizing the Final Report. The meeting can be held via conference call, online, or in person. The CCM will review and approve the Final Report. The meeting and Final Report must be completed on or before the termination date of the contract.

The Final Report formatting requirements include illustrations and graphics to be sized to print on 8 ½" by 11" paper and readable if printed in black and white. The Contractor's Reports shall be prepared consistent with the Energy Commission Document Production protocols for Consultant Reports located at:

http://www.energy.ca.gov/contracts/consultant_reports/index.html.

The Final Report shall be a public document. If the Contractor has obtained confidential status from the Energy Commission and will be preparing a confidential version of the Final Report as well, the Contractor shall perform the following subtasks for both the public and confidential versions of the Final Report.

TASK 1.6.1- Final Report Outline

The Contractor shall:

- Prepare a draft outline of the Final Report.
- Submit an electronic draft outline of the Final Report to the CCM for review and approval. The CCM will provide written comments to the Contractor on the draft outline.
- Prepare and submit a final outline to the CCM once agreement has been reached on the draft. The CCM shall provide written approval of the final outline.

Deliverables:

- Outline of the Final Report (draft and final)

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reference throughout the course of the project. The Work Plan shall be finalized with input from the CCM in the strategy meeting.

The Work Plan shall address the following topics:

- Approach to integrating the 2011 CVS household vehicle survey with the 2010 CHTS travel survey data;
- Plan to coordinate and ~~collaborate~~ **cooperate on household survey timeline and data** with the Caltrans 2010 CHTS project manager ~~and the Caltrans 2010 CHTS contractor~~;
- Sampling design for both household and commercial markets;
- Survey sample stratification;
- Approach to survey design;
- Approach to conducting focus groups;
- Approach to dealing with non-response bias;
- Scope of survey instruments;
- Type(s) of surveys (phone, mail-in, internet, etc.);
- **Approach to representing cell-phone only households;**
- Respondent recruitment procedures;
- Approach to pre-test survey and sample;
- Pretest survey procedures;
- Data collection protocols;
- Quality control procedures;
- Logistics of survey execution;
- Cleansing and coding of collected survey data;
- Database and software format of delivered survey data
- Methods of communicating work progress at different stages of the survey;
- Content outline of the final report;
- Methods for estimating and validating the vehicle utility models;
- Statistical software to be used in model estimation; and
- Project schedule, detailing the tasks and their associated dates and costs.

Task 2 Deliverable

2.1 Final Work Plan

TASK 3: SURVEY REVIEW AND DESIGN DEVELOPMENT, WEBSITE, AND DATABASE

The goal of this task is (A) to identify all the data items for inclusion in the 2011 CVS, after careful review of data items in both the 2009 CVS commercial and household vehicle surveys and the data items covered in the 2010 CHTS for the household survey participants, (B) to develop recommendations for updating the 2009 CVS and for integrating the 2010 CHTS household travel survey and the 2011 CVS household vehicle survey, and (C) to develop both website and database management plans.

The 2010 CHTS core survey data will include data on: general economic and demographic information such as household size, geocoded location, income, housing status, employment status, age, gender, household activity, annual, trip day, and trip level VMT per household for work and other purposes. It will also include GPS and OBD data on on-road fuel economy and driving behavior for a subset of the sample. The 2010 CHTS data also includes vehicle ownership data, but the Contractor needs to determine if that data is sufficient for estimating the vehicle utility equations.

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“Feebates”. A “Feebate” refers to a program where buyers of new cars that are more efficient than average receive a rebate based proportionately on vehicle fuel efficiency or carbon emissions and pay a fee if they purchase vehicles that are less efficient than average; and

- Choice response to hypothetical vehicles with varying attributes such as, fuel type, range, fuel economy, purchase price, and refueling options and availability, refueling time and others.

3.D Survey Website

The goal of this subtask is to create a website for the 2011 CVS respondents who choose to complete the survey online. For all surveys, the Contractor shall create and maintain a secure and confidential website, **in both English and Spanish**, to allow respondents to complete the surveys via the Internet. The Contractor shall develop a description and mock-up of the website for CCM approval and provide the URL and screenshots of the website. The Contractor shall describe:

- The website's appearance;
- How the respondents will log into the website;
- How the respondents will complete the survey;
- How the data will be stored; and
- How the website will be secure and remain confidential.

The mock-up shall be a sketch of how each screen will look for the respondents.

The final website design shall require approval by the CCM before its use in the 2011 CVS and must be accessible to the CCM for the duration of the contract.

3.E Survey Database Development

The goal of this subtask is to create a database development plan. The Contractor shall create and maintain a database that stores all responses from the respondents, and update it on a weekly basis.

For all surveys, respondents shall be offered the choice of completing the survey by mail or via the Contractor's website. If necessary, the Contractor shall contact the survey respondent(s) by telephone, after completion of the survey, to obtain additional information or to modify and correct the collected data. The Contractor will be responsible for entering the responses from all survey modes (mail, phone, and online), into the database.

The Contractor shall prepare a database development plan for storing the combined 2010 CHTS and 2011CVS data.

Task 3 Deliverables

- 3.1 Task 3 Report (draft and final)
- 3.2 Description and Mock-up of survey website, URL, and screenshots of the survey website
- 3.3 Database development plan

TASK 4: SURVEY AND SAMPLE DESIGN

The goal of this task is to complete the survey and sampling designs and survey instruments for the 2011 CVS. Under this task, the Contractor shall develop the 2011 CVS based on acceptable standards in the field, for this type of survey and model, while making use of the relevant data collected for the 2010 CHTS for the 2011 CVS household vehicle survey.

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The survey design may use multiple modes for conducting the survey, including phone (landline and/or cell), mail, and internet-based surveys, and may use different modes in different stages of the survey. The Contractor shall suggest cost effective methods to complete the survey while maintaining the designated quality and quantity of survey data.

The Contractor shall also develop quality control procedures for key variables that have been used to develop nested multinomial logistic utility equations that were implemented in DynaSim, as described in Appendix C to this RFP (see also the 1, 2, and 3+ vehicle utility equations in Appendix A of the 2009 CVS Task 8 technical report, available at the Energy Commission library).

The Contractor shall compose communications to inform all survey respondents that the survey information they provide will be held confidential by the Contractor and the Energy Commission pursuant to the California Information Practices Act and the signed non-disclosure agreement with the Energy Commission.

The Contractor shall prepare survey instrument material in both English and Spanish.

For all survey participants, the Contractor shall maintain each respondent's telephone number, address, and e-mail in the event that further clarifications are needed from the respondents or survey responses appear to be internally inconsistent and/or unlikely to be correct.

The Contractor shall prepare a draft Task 4 Report for the CCM for review. The Task 4 Report shall include the following content:

- Survey and sampling designs and survey instruments for the 2011 CVS household vehicle survey;
- Methods used for integrating the 2011 CVS household vehicle survey and the 2010 CHTS;
- Survey and sampling designs and survey instruments for the 2011 CVS commercial fleet survey; and
- Communications prepared for the survey participant recruitment and retrieval.

The Contractor shall incorporate all changes and respond to all comments in a final Task 4 Report to the CCM.

4.A Household Survey

The goal of this subtask is to develop survey and sampling designs and survey instruments for the 2011 CVS household vehicle survey. The Contractor shall ensure that the sample is a reliable representation of the state, incorporating key demographic variables of interest (e.g., location, household income, household size, number of workers in household, transit rider-ship per capita, and annual VMT).

The Contractor shall obtain the contact information and 2010 CHTS identification numbers for the 2010 CHTS participants from the 2010 CHTS Project Manager to draw the sample for the 2011 CVS household vehicle survey.

Distribution of respondents recruited for the 2011 CVS household vehicle survey shall be based on the population distribution by California counties. Sample distribution of household participants should be close to the regional distribution of households in California. The California Department of Finance's most current population estimates should be used for this survey.

The **number of respondents** recruited for the 2011 CVS household vehicle survey shall be sufficient to result in 3,500 completed stated preference household surveys. In the 2009 CVS,

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almost half of the participants who completed the household revealed preferences survey chose to participate in the stated preferences survey.

Some of the variables used in the logistic equations for the household data will rely on the accuracy of the 2010 CHTS data obtained from Caltrans. These include:

- Household income range in \$10,000 increments;
- Household size;
- Number of workers in household;
- Transit ridership per household member;
- Annual VMT estimates for work, daily routines and recreational travel; and
- VMT estimates for local and long distance travelers.

The Contractor is not responsible for the accuracy of the 2010 CHTS data, but the Contractor shall design the 2011 CVS household vehicle survey and data to ensure that the 2010 CHTS data is properly integrated with the 2011 CVS household vehicle survey data. The Contractor is responsible for the quality of the 2011 CVS household vehicle survey data that they collect, including data items that falls in data categories listed in 3.C under Task 3. Quality includes, but is not limited to, corrections for misinformation from survey respondents, outlying data, and any other data collection and data entry errors. **The CVS Contractor will not be held responsible for delays caused by the CHTS Contractor that are beyond the CVS Contractor's control.**

For the 2011 CVS household vehicle survey participants, these variables need to integrate geocoding from the 2010 CHTS data, and be delineated by geography such that the county and region of the respondents are included in the data. Other household vehicle attributes that are shown to be significant will be added based on discussions with the CCM.

The Contractor shall include description of the sampling and survey designs, and survey instrument(s) for the 2011 CVS household vehicle survey, as well as the methods used for integrating 2011 CVS household vehicle survey and the 2010 CHTS in the Task 4 Report.

4.B Commercial Vehicle Survey

The goal of this subtask is to complete survey and sampling designs and survey instruments for the 2011 CVS commercial vehicle survey. The commercial fleet owner sample shall be representative of the fleet owner population and the industry distribution in the state.

The **number of respondents** recruited for the commercial fleet survey shall be sufficient to result in 2,000 completed stated preferences fleet surveys. In the 2009 CVS commercial vehicle survey, the ratio of revealed to stated preferences completed surveys was a little more than two to one. The commercial fleet data listed in 3.B and 3.C, under Task 3, required for estimation of the commercial vehicle models, will be collected or generated by the Contractor, who must ensure their accuracy.

The Contractor shall include a description of the sampling and survey designs, and survey instrument(s) for the 2011 CVS commercial vehicle survey in the Task 4 Report.

Task 4 Deliverables

4.1 Task 4 Report (draft and final)

TASK 5: FOCUS GROUP AND SURVEY PRE-TESTS

The goal of this task is to finalize the survey and survey instrument designs. The Contractor shall conduct focus group meetings and pretests to finalize the survey instrument.

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After completing the focus group sessions and pretests, the Contractor shall submit the final survey instruments and other materials as requested by the CCM. The Contractor must write the survey instrument and material to be understood at the sixth grade comprehensive level.

5.A Focus Groups

The goal of this subtask is to design and execute focus group sessions. The purpose of the focus group sessions is to compile information to assist with the design of the final survey (for example, ascertain consumers' knowledge of different vehicle technologies). In addition, these focus groups shall specifically be used to gather data to assess household and commercial fleet vehicle operator responses to policy measures designed to reduce growth in petroleum dependence. The Contractor shall conduct these focus groups to identify factors that influence consumer behavior in purchasing energy efficient vehicles or vehicles that do not operate on petroleum-based fuels. These focus groups shall also identify factors that influence survey responses to public policy initiatives that reduce the demand for petroleum.

The Contractor shall be responsible for:

- Facility rental, for holding the focus group meeting;
- Updating material for focus group session respondents;
- Developing the focus group questionnaires;
- Providing a facilitator for each focus group session;
- Group facilitation;
- A camera operator;
- Videotaping the focus groups;
- Recruiting respondents, in a manner consistent with the Work Plan;
- Ensuring that the focus group respondents are owners of a variety of light-duty vehicle and fuel types and are in a variety of income categories;
- Distribution of materials to the survey respondents;
- Attending the focus group session;
- Notifying the respondents that the individual information they provide during the focus group session shall be held confidential by the Contractor and the Energy Commission pursuant to the California Information Practices Act and the non-disclosure agreement between the Contractor and the Energy Commission;
- Providing the household and commercial respondents with an incentive payment to participate in the focus group sessions;
- Logging incentive payments and submitting incentive logs as described in Task 1.3;
- Database that will contain all the responses of the focus group participants; and
- Providing written results, with findings and recommendations, of the pre-survey focus group sessions in a Task 5.A Report to the CCM.

Materials and questionnaires updated by the Contractor must be approved by the CCM.

For the commercial fleet owners survey, the Contractor shall conduct 3 pre-survey focus group sessions, one in San Francisco, one in Sacramento, and one in Los Angeles. For the household vehicle survey, the Contractor may conduct up to 3 pre-survey focus group sessions in the same cities listed for the commercial focus groups. **One focus group session shall be conducted in Spanish and can be composed entirely of the household participants or a combination of household and commercial sector participants.**

Each focus group session shall consist of 8-10 respondents and last approximately two hours. The facilitator's responsibility is to submit the survey to the respondents, answer respondent questions, record the sessions, and perform other necessary tasks to complete the focus group. The facilitator shall sign a nondisclosure agreement with the Contractor.